



CITY COUNCIL

AGENDA REQUEST

AGENDA OF:	11-05-13	AGENDA REQUEST NO:	REC
INITIATED BY:	GABE REAUME <i>GTR</i> ENVIRONMENTAL MANAGER	RESPONSIBLE DEPARTMENT:	PUBLIC WORKS
PRESENTED BY:	GABE REAUME <i>GTR</i> ENVIRONMENTAL MANAGER	DIRECTOR:	ROBERT VALENZUELA, PE <i>RV</i> DIRECTOR OF PUBLIC WORKS
		ADDITIONAL DIRECTOR (S):	
SUBJECT / PROCEEDING:	AMERICA RECYCLES DAY PROCLAMATION AND STATE OF TEXAS ALLIANCE FOR RECYCLING PROGRAM RECOGNITION		
EXHIBITS:	N/A		
CLEARANCES		APPROVAL	
LEGAL:	N/A	EXECUTIVE DIRECTOR:	N/A
PURCHASING:	N/A	ASSISTANT CITY MANAGER:	KAREN DALY <i>Kd</i>
BUDGET:	N/A	CITY MANAGER:	ALLEN BOGARD <i>Allen Bogard</i>
BUDGET			
EXPENDITURE REQUIRED: \$		N/A	
CURRENT BUDGET: \$		N/A	
ADDITIONAL FUNDING: \$		N/A	
RECOMMENDED ACTION			
Proclaim November 15, 2013 as America Recycles Day in the City of Sugar Land.			

EXECUTIVE SUMMARY

The City of Sugar Land and Keep Sugar Land Beautiful (KSLB) are supporting America Recycles Day by proclaiming November 15, 2013 as America Recycles Day in Sugar Land.

America Recycles Day, a program of Keep America Beautiful, is the only nationally-recognized day and community-driven national awareness initiative dedicated to promoting and celebrating recycling in the United States. Since its inception in 1997, communities across the country have participated in America Recycles Day on November 15 to promote recycling awareness, commitment and action. Last year, 2 million people celebrated recycling at more than 2,000 events across the nation on America Recycles Day. The City of Sugar Land and KSLB recognize the importance of protecting and preserving our natural resources and adopting conscientious habits that will improve our daily lives and bring about a cleaner, safer, and more sustainable environment.

The City of Sugar Land recognizes the importance of recycling and need to expand collections programs. Last year, the City of Sugar Land enhanced the residential recycling program. The City's diversion rate, which is the percentage of materials collected kept out of landfills, has climbed steadily in the past few years. Last year the rate was more than 31% and through 2013, the rate is nearly 35%. Although there has been a significant increase in the amount of recycling, the City and KSLB continue to focus on other initiatives such as waste reduction, composting, the reuse of products and materials, and purchasing of recycled products.

The City and KSLB encourage businesses, nonprofit organizations, schools and individuals to celebrate America Recycles Day 2013 by promoting recycling as an environmentally efficient and economically smart habit and taking the "I recycle" pledge. The pledge is a commitment to learn about what is recycled in Sugar Land and to recycle. <http://americarecyclesday.org/take-the-pledge>

The Public Works Department and Keep Sugar Land Beautiful request that the Mayor and City Council proclaim November 15, 2013, as America Recycles Day in the City of Sugar Land.

On October 14, 2013, the City of Sugar Land accepted an award from the State of Texas Alliance for Recycling (STAR). The Outstanding Environmental Public Education and Outreach Program Award was presented to the City for its thorough recycling education and marketing campaign. The campaign included both traditional and modern advertising such as videos, education events, homeowner association newsletters, news releases, mailers, and social media. The objective of the plan was to promote the new solid waste and recycling program including guidelines and important dates such as cart selection, cart delivery and the implementation dates.

EXHIBITS

N/A